

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS WHOLESALERS AND DISTRIBUTORS

Guide to
Products,
Services &
Suppliers

1985 DIRECTORY

Also in this issue:

Selling audio/video systems
builds dealers' profits

Ultrasonic humidifiers
take center stage in housewares

Retailers report early success
with electronic typewriters

Stores expect average 21.9%
dollar volume growth in microwaves

Can videotex services turn
the home computer into a need?

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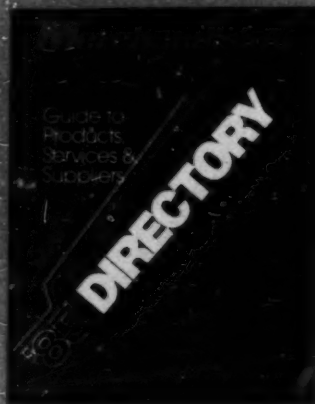
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Vol. 9, No. 11



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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Romancing the Stone (CBS/Fox)	2	2
2. Splash (Touchstone)	7	2
3. Footloose (Paramount)	3	2
4. The Big Chill (RCA/Columbia) GP	1	3
5. Yentl (CBS/Fox)	—	1
6. Against All Odds (RCA/Columbia)	—	1
7. Greystoke—The Legend of Tarzan (Warner)	—	1
8. Sixteen Candles (MCA)	—	1
9. Iceman (MCA)	29	2
10. The Right Stuff (Warner) GP	4	4
11. Terms of Endearment (Paramount)	5	5
12. Purple Hearts (RCA/Columbia) G	16	2
13. Ice Pirates (MGM/UA)	—	1
14. Tank (MCA) GP	12	4
15. Swing Shift (Warner) GP	10	2
16. Educating Rita (RCA/Columbia) GP	9	4
17. Lassiter (Warner)	6	3
18. Up The Creek (Vestron)	—	1
19. Scarface (MCA)	11	5
20. Racing With The Moon (Paramount)	—	1
21. Blame It On Rio (Vestron) GP	8	4
22. Hotel New Hampshire (Vestron) G	20	2
23. Firestarter (MCA)	—	1
24. Raiders of the Lost Ark (Paramount) GPI	21	11
25. Christine (RCA/Columbia) GP	22	5
26. Harry and Son (Vestron) G	27	3
27. Gorky Park (Vestron)	23	6
28. Jane Fonda's Workout (Karl Video) GPI	—	17
29. Unfaithfully Yours (CBS/Fox)	13	3
30. The Dresser (RCA/Columbia) G	19	2

Top 10 in videocassette sales

1. Footloose (Paramount)	2	2
2. Jane Fonda's Workout (Karl Video)	1	28
3. Romancing the Stone (CBS/Fox)	7	2
4. Raiders of the Lost Ark (Paramount)	4	12
5. Terms of Endearment (Paramount)	3	5
6. Mickey (Walt Disney)	6	5
7. Splash (Touchstone)	—	1
8. The Big Chill (RCA/Columbia)	8	3
9. The Making of Michael Jackson's "Thriller" (Vestron)	5	10
10. Olympics Highlights (Continental)	—	1

Top 5 in laserdisc sales

1. Splash (Touchstone)	2	2
2. Romancing the Stone (CBS/Fox)	1	2
3. The Big Chill (RCA/Columbia)	—	1
4. Footloose (Paramount)	3	2
5. Lassiter (Warner)	—	2

Top 5 in alternative programs

1. Jane Fonda's Workout (Karl Video)
2. Do It Debbie's Way (Video Associates)
3. Jane Fonda's Workout Challenge (Karl Video)
4. Olympic Highlights
5. The Making of Michael Jackson's "Thriller" (Vestron)

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least \$1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least \$2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of \$1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/NEW RELEASES

A&M VIDEO

CAUGHT IN THE ACT—LIVE A live Styx concert is interposed with a 10-minute music video (never seen on MTV, or anywhere else on television), dialogue and special effects. Such classics as Mr. Roboto, Don't Let It End and Come Sail Away are included in the live set. *Color 87 minutes Beta hi-fi VHS hi-fi C: \$29.95.*

CONTINENTAL

OLYMPIC HIGHLIGHTS With selected segments from the opening and closing ceremonies as well as the events themselves, this collection from the recent Summer games was compiled by ABC sports. It comes packaged in a special gift box. *Color 90 minutes C: \$29.95.*

THE RIVER NIGER A taut film of inner-city revolution, based on the stage play of the same name. Starring Louis Gossett Jr., Cicely Tyson and James Earl Jones. *Color 104 minutes R C: \$39.95.*

IVE

BOLERO (1984) Bo Derek plays a virgin trying to find a Latin lover in this summer's steamy interlude, written and directed by husband John Derek and produced by Bo herself. Also starring are Greg Bensen (as the Latin lover), George Kennedy and Andrea Occhipinti. *Color C: \$79.95.*

KARL VIDEO

PRIME TIME Jane Fonda's latest workout tape is a 50-minute exercise regimen for those with perhaps a little less stamina than die-hard Fonda devotees. It specifically addresses those who have never exercised, those starting up after a flabby period and those susceptible to injuries from overwork. Paced a bit slower, it works the body from head to toe. *Color 50 minutes C: \$39.95.*

MCA



THE LAST STARFIGHTER (1984) This sci-fi adventure stars Lance Guest as an average, everyday teenager coerced into taking up another galaxy's battles because he's so good at a videogame. Robert Preston talks Guest into taking up the quest. *Color PG 100 minutes Beta hi-fi VHS hi-fi C: \$79.95.*

MGM/UA

A CHRISTMAS STORY (1983) Humorist Jean Shepherd's novel In God We Trust, All Others Pay Cash comes to life, wrapped around the

story of Ralphie Parker's quest for the ultimate Christmas present, a Genuine Red Ryder Carbine Action Two Hundred Shot Lightning Loader Range Model Air Rifle. Darren McGavin and Melinda Dillon are Ralphie's somewhat confused parents, and Peter Billingsley plays Ralphie. *Color PG 95 minutes C: \$79.95.*

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT COMPUTERS...BUT WERE AFRAID TO ASK John Wood, the computer genius in WarGames, hosts this trip through the lingo, software and finances of buying and owning a home computer. Wood's advice is offset by the story of a family buying and owning a home computer. Topics include how to choose a computer, programming tips and do's and don'ts. *Color 88 minutes C: \$39.95.*

PARAMOUNT

FRIDAY THE 13TH—THE FINAL CHAPTER Fourth (and reported to be last) in the grisly saga of Jason the camp counselor killer, this slice-em-up finds our anti-hero revived after being assumed dead, and once again taking a sharp object in hand to wreak havoc on the inhabitants of Crystal Lake. This time he's up against a young horror-movie fan who may outslash Jason. *Color R 90 minutes C: \$79.95 LV: \$29.95.*

PRISM

SIZZLE (1981) Loni Anderson does most of the sizzling as a singer in a 1920's speakeasy run by John Forsythe. When mobster Forsythe rubs out her boyfriend, Anderson takes offense and plots revenge, with a little help from Al Capone. *Color C: \$59.95.*

THORN EMI

THE PHILADELPHIA EXPERIMENT (1984) This film examines the eternal question: can Nancy Allen find true happiness with a man caught in a time warp from the 1940's? Michael Pare (of Eddie and the Cruisers and Streets of Fire) plays a man who must eventually return to his own time to reverse the effects of the experiment of the title, which brought him to the present day by mistake. *Color PG 101 minutes C: \$79.95.*

TWE

BETHUNE Donald Sutherland and Kate Nelligan, who starred in Eye of the Needle, team up again in this Canadian film of a doctor's adventures in Communist China. *Color 88 minutes C: \$59.95.*

WALT DISNEY

ROBIN HOOD Under Walt Disney's new classic label (this is the first title released in the new series), this film is an animated version of the classic legend. Brian Bedford's voice is used for Robin, a crafty adventurous fox. *Color 83 minutes C: \$79.95 LV: \$34.95 CED: \$29.95.*

Major APPLIANCES

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Microwave ovens should account for gains in dollar volume of 21.9 percent in 1984

By Nancy Markov, field editor

CHICAGO—Microwaves should account for average dollar volume gains of 21.9 percent this year for retailers surveyed in *Merchandising's* latest Retail Opinion File. This is on top of strong 1983 sales when gains for these dealers averaged 22.6 percent.

The broadening of the oven market to include more models in the compact and mid-size categories has brought more consumers into the store. Compacts are selling well to consumers with space-crunched living quarters and to those who just can't afford to spend a lot on a microwave.

Not surprisingly, these units, priced below \$200, are making up a larger portion of the inventories of the dealers polled. They said that ovens ranging in size from 0.5 to 0.7 cu. ft. are expected to account for 12.5 percent of their volume this year, up from 7.7 percent in 1983.

Compact buyers traded up

Even so, at point of sale, some would-be compact buyers are being traded up to mid-size units because of the greater number of features available. Others are purchasing mid-size instead of full-size units because the smaller ovens can cook just about anything a full-size cavity can hold, and they still save space in the kitchen. Dealers said that models sized from 0.8 to 1.1 cu. ft. should account for 24.4 percent of their 1984 volume, compared with 21.9 percent in 1983.

Consequently, full-size units make up a lower percentage of the total oven breakdown in many of the retail operations polled, averaging an expected 63.1 percent for 1984, compared with 70.4 percent in 1983.

Still, it's important that all sizes be covered. Dealers said they stock three brands on the average, and offer an average six models per brand in order to meet the needs of all consumers in their quest for an oven.

Undercabinet units strong

Recognizing the need for space-saving ovens in many homes, many of the retailers polled believe that the new undercabinet ovens introduced by General Electric and Litton this past summer will be strong sellers since they provide an option to get the oven off the countertop. But a significant number of the dealers were not aware of the introductions, taking the term "undercabinet" to mean over-the-range, a category which has not shown much growth in recent years and remains about seven to 10 percent of the microwave oven industry.

Comments like "It would involve altering the cabinet," "Limitation in the size of the cavity will limit sales"

(Continued on page 46)

Who did it

Statistical matter for this survey was compiled by Selma Book, market research manager, and Matea S. Esguerra, research associate, for Gralla Publications.

Which of the following best describes your company?

(Based on 129 replies)

	Percent of response*
Household appliance store	78.3%
Radio/TV store	34.9
Department store	5.4
Microwave specialty store	5.4
Furniture store	3.1
Discount store	2.3
Kitchen specialty store	1.6
Employee store	0.8

*Adds to more than 100 percent due to multiple replies

How many stores does your company own/operate?

(Based on 128 replies)

	Percent of response
Single-unit companies	81.2%
Multi-unit companies	18.8

Total number of stores in sample: 566 (includes a 100-store company and a 200-store company)

What were your total sales (dollars) for microwave ovens in 1983? (Based on 99 replies)

	Percent of response
Under \$2,000	5.1%
\$2,000 to \$3,999	9.1
\$4,000 to \$9,999	14.1
\$10,000 to \$29,999	26.2
\$30,000 to \$74,999	18.2
\$75,000 to \$199,999	12.1
\$200,000 to \$499,999	9.1
\$500,000 and over	6.1
Average (median): \$26,922	
Average percent change over 1982 sales: 22.6 percent	
Expected percent change 1984 versus 1983 sales: 21.9 percent	

What portion (percent) of the microwave ovens sold in your store(s) was accounted for by each of the following types in 1982, 1983 and expected in full year 1984? (Based on 117 replies)

	1982	1983	Expected 1984
Countertop	83.9%	80.1%	76.9%
Over-the-range	6.3	8.9	10.0
Single cavity	6.4	6.5	8.5
Convection/microwave combination	3.4	4.5	4.6

What is the size breakdown of the countertop microwave ovens sold in your store(s) in 1983? What is expected for 1984? (Based on 113 replies)

	1983	Percent of response	Expected 1984
Compact (0.5 to 0.7 cu. ft.)	7.7%		12.5%
Mid-size (0.8 to 1.1 cu. ft.)	21.9		24.4
Full-size (1.2 to 1.6 cu. ft.)	70.4		63.1